

Welcome to Transform Trade _____

We are Transform Trade.

A global community of farmers, workers, collectives, campaigners, donors and supporters, we work together for trade that values people over profit.

Right now, corporate greed and destruction still dominate the world of trade. But there is another way to do business. It's called people centred trade.

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GMB Akash/Transform Trade

What is People Centered Trade?

Trade is based on a legacy of extraction, exploitation and colonial history, and is damaging for people and the planet we rely on.

Profits are all too often concentrated in the hands of a very small number of people, whilst those producing the goods and services suffer.

We fight to make trade work for everybody, not just the wealthy and powerful. People centred trade is the solution.

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We used to be called Traidcraft Exchange

We're proud of our roots in the alternative trade movement and we carry that same passion with us today.

Founded in 1986 as a Christian response to poverty, we've helped millions of artisans, workers and farmers to use the power of trade for good. We were the partners of the fair trade business, Traidcraft plc, and played a role in the creation of the Fairtrade Foundation, Café Direct, and Shared Interest, amongst others.

From 2020, our focus has been on a radical new approach – community led development, taking our lead from the inspirational small businesses, community groups, collectives and workers organisations we support.



Michael Goima Transform Trade



The traditional approach

Many non-profits give things away - like food, medicine, tools and seeds. While this is great in many ways, the power is always in the hands of the giver.

Decisions on how to solve problems are made far away from the communities who are experiencing those issues.

True, long-term change requires a different approach.



What we do

We partner with people who are experiencing injustice in trade - as much as possible, they take the lead and make decisions.

Together we use the power of trade to solve real life problems.

We build and make use of local skills wherever possible - until our support is no longer needed at all.

Right now, we work
in three sectors –
tea, fashion and
agriculture.

We invest in inspirational social
enterprises showing the world that
trade can be a force for good –
protecting people and planet.

We fight the laws and structures
which allow businesses to exploit
their workers and damage the
environment.

We stand with the workers and
artisans demanding fair wages and
decent working practices.

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Tea

In 2020, the UK drank more than 100 million cups of tea a day; practically all of it imported, often from Kenya and India.

We support the workers and growers who are transforming the tea sector.

Transform Trade works alongside communities exploited by tea estates helping them to demand change and develop other sources of income, outside the tea sector.

Alongside this, we support smallholder tea growers to adapt to climate change, sell their produce for a fair price, and improve their working conditions.



“Earlier, my husband used to work as a day labourer on people’s land, he would carry stones on his head and put them on the truck.

Now, the condition of all those who grow tea here is good, everyone has got a nice house, everyone has bought a motorcycle, bought a cow, bought land, they have a good income every month.”

Asia Khatun, who runs a tea garden in Bangladesh

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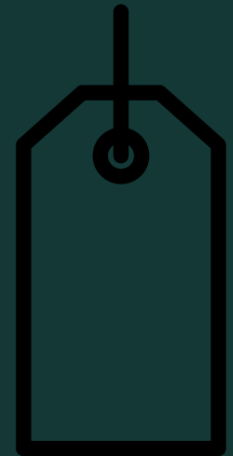
Fashion

The fashion industry is broken – but in a sector full of environmental damage and untold exploitation, our partners are standing up for better, slower fashion.

We support workers and artisans looking to change the fashion sector for good.

Around 300 million people work in the fashion industry - and approximately 80% of garment workers are women of colour.

We stand with the workers demanding reform. We campaign for legislative and policy change, and support collectives working for better conditions and fair pay.



“Employment makes me feel proud. I am a responsible person, I make sure to get things done.

My friends want me to run for local election! I’m part of many civil groups and I’m secretary of the neighbourhood group.”

Asha Yadav, textile artisan working for Sadhna – an Indian Handicraft business Transform Trade has invested in.

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Runchina / Transform Trade

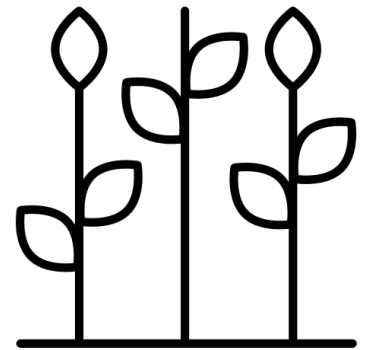
Farming

We support farmers who are overcoming huge barriers with ingenuity and passion.

Our partners in Kenya, Tanzania, India and Bangladesh are transforming the business of farming with new ways of working that are good for people and planet.

We seek out farmers' groups, social enterprises and local NGOs who are doing transformative work in their communities.

We ask how we can support them best, whether through transferring skills, sharing learning or helping to convene meetings where they can speak to government officials or trading partners directly.



It's not about going to ask someone, 'How much will you buy my potatoes for? Or, hey, will you take this produce of mine?'


I'm asking and it's my produce.

You tell me what the price is and yet it's my produce?" she asks. "No! It's about telling him, 'I'm selling at Ksh.1,400. Now go your way'.

Ann Ntinyari, farmer in Meru County, Kenya

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How can you
help?

Transform Trade/Ajaya Behera

Get involved – campaign for change



transform-trade.org/fashion-watchdog



Get involved



A Swish makes for a fantastic fundraiser!



A gift in your will can make change for generations to come.



You could host a Big Brew coffee morning to come together with your community and fundraise!



Looking for the perfect gift for a friend or loved one? Check out our Gifts for Life cards: and NOW e-cards:



Want the chance to win prizes from amongst a whole host of ethical goodies?



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To learn more go to transform-trade.org

So everybody benefits.

Transform Trade Community

Do you want to learn
more and take action?

To receive the latest updates on our work, and how you can take action (you could even join our community trek!) join our Facebook community group at:

transform-trade.org/facebook-group

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Any questions?

Get in touch:

fundraising@transform-trade.org

Would you like regular updates on our work?

transform-trade.org/join

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Michael Goima/Transform Trade